

## BRANCH HOUSE IN PANHANDLE

Tri-State Agency for Ford-  
son Distribution Estab-  
lished at Amarillo.

Not only in El Paso considered the  
wholesale distributing point for the  
entire southwest, but one firm will  
handle the vast trade of the Pan-  
handle territory from this city, as  
a result of a trip made last week by  
President J. W. Kirkpatrick of the  
Tri-State Motor company to Amarillo.

According to advices received yester-  
day from Mr. Kirkpatrick, who is  
still up in the Panhandle, the Tri-  
State Motor company will establish  
a branch house at Amarillo and car-  
loaders of Fordson tractors and tractor  
implements have already been ordered  
shipped to the new distributing  
house.

Tractors and implements used on  
the great wheat farms which sur-  
round Amarillo are all purchased in  
that city and to obtain part of this  
big business, Mr. Kirkpatrick de-  
cided to establish a Tri-State Motor  
company branch, with a complete  
stock of parts and a corps of me-  
chanical experts who could give real  
factory service to Fordson owners.

The Fordson tractor has always  
been extremely popular in the Pan-  
handle territory and during his re-  
cent trip, Mr. Kirkpatrick has sold  
several tractors to dealers in various  
towns. He expects to return to El

## SALESMAN DOES BUSINESS QUICK

Manager Lester Has Good  
Salesman But Don't  
Know Who He Is.

Manager R. A. Lester, of the Lester  
Motor company, is on the lookout for  
an auto salesman whom he believes  
may be a world beater when it comes  
to selling motor vehicles. Mr. Lester  
doesn't know the salesman's name. Ten  
days ago Jack Arnold, of Silver City,  
bought a three and one-half Duplex  
truck from the Lester company. A  
man from up about Mogollon called  
Mr. Lester up and asked him if he  
might sell some of the trucks like Ar-  
nold was operating. "Sure," said the  
manager, "sell all you can."

Friday morning Mr. Lester received  
another call from the man who said  
he had sold two like the one Arnold  
operates and was coming down im-  
mediately after the trucks. "Who are  
you?" asked Mr. Lester. "I'm your  
unknown salesman," came the reply.  
"Have these two trucks ready and an-  
other handy, for I feel like I would  
sell one on the way down in El Paso."  
"Now let me see them," said man-  
ager Lester. "I must give him the  
truck as I promised and I have only  
two Duplex trucks left. Guess I will  
have to make a shipping in from some  
other point."

Paso by the middle of next week, in  
time to arrange for an elaborate  
display at the automobile show.

W. B. DODRILL, Manager.

L. H. HINKLE, Sales Mgr.

Just arrived—A shipment of

## OLDSMOBILE SIXES AND EIGHTS

ECONOMY of operation, econ-  
omy of up-keep, economy of time,  
true utility—are the qualities  
which make the Oldsmobile a  
thoroughly sound investment.

DEMONSTRATION OR FURTHER INFORMATION BY

### El Paso Oldsmobile Co.

600 Montana St.

Phone 2238.

## COLE AEROS ARE FULLY EQUIPPED

The Cole Aero-Eight has elevated  
itself to a distinctive new place in  
the automobile field by coupling with  
the advantages of the stock product  
the exclusive individuality of the cus-  
tom built bodies.

The same coach builders who fur-  
nish the standard bodies for the var-  
ious Cole Aero-Eight models are  
building in their plants the special  
custom jobs for the highest priced  
automobiles on the American market.  
Every model produced by the Cole  
Motor company has a distinctive ex-  
clusive style not to be obtained in any  
other make of car. Each model pro-  
duced has been so distinctive that the  
company is called upon to refer to  
models by entirely new names in or-  
der to convey an idea of the charac-  
teristics embodied in the newer ex-  
clusive models.

One particular feature of the Cole  
Aero-Eight models is their complete-  
ness of equipment. There is not a  
single necessary accessory which does  
not come as standard equipment on  
these cars.

When an Aero-Eight leaves the  
sales room it is complete to the last  
item. There is no possibility of adding  
a single accessory feature which will  
contribute one iota to the comfort  
utility, convenience or efficiency of  
either the mechanism or body.

**Watkins Thinking Of  
Killing a Few Bears  
With Buick As Weapon**

"When the hunting season opens  
again Buick owners won't need  
a Winchester or Savage to bag bear  
and deer in New Mexico if they can  
handle their car like a Frenchman in  
Africa recently did," stated manager  
Sam Watkins, of the Watkins Motor  
company Saturday. Mr. Watkins was  
in receipt of a clipping from the East  
African Standard, which follows:

"Driver Senegalese, while traveling in  
a six cylinder Buick car at a fair speed  
through the suburbs of Nairobi to-  
ward Nairobi at 11:30 p. m. suddenly  
noticed a commotion in the bush, and  
the next instant the light car by his  
lamp disclosed to his astonished gaze  
the gleaming eyes of a lion.

The driver was unarmed, and he  
therefore opened his engine with the  
intention of having a run for his  
life. The lion leaped alongside for some  
distance, then leaped a great leap  
and landed square in front of the car,  
which was traveling at the rate of 40  
miles an hour.

It was now or never. The driver  
held firm to his course, and the lion-  
table shook came a second roar. The  
car shivered, but passed safely over  
the body of the lion and ran about 50  
yards beyond.

Driver Senegalese determined to give  
the animal no chance to recover. He  
reversed the gear and drove straight  
over the lion again. All growling  
ceased. The great beast was dead.  
The car received but little damage.

**Believes Shipping  
Facilities Improved**

"The excellent condition of a car-  
load of Oldsmobiles received by us  
this week leads us to believe that the  
railroads are giving much better ser-  
vice than during the rush of war times,"  
states L. H. Hinkle, of the local Olds-  
mobile company. "The treatment by the  
railroads is to be commended. The allotment of cars  
received by the company consisted of  
readers and touring cars, sixes and  
eights, models 37 and 45, most of  
which had been disposed of before Sat-  
urday. The company has another ship-  
ment due next week."

**TO TAX TRUCK WEIGHT  
IN STATE OF WASHINGTON**  
Washington has passed the license  
fee bill whereby all trucks weighing  
over 4,000 pounds will be taxed a  
flat rate of \$10 and 10 cents a hun-  
dredweight carrying capacity over  
4,000 pounds the rate is \$10 and 20  
cents a hundredweight.

## EL PASO HERALD TRUCKS SOLVE THE PROBLEM

Move Crops With Trucks,  
Is Suggestion of U. S.  
Bureau of Markets.

The United States bureau of mar-  
kets, after making investigations of  
the difficulties of disposing of crops  
by rail, has suggested the motor truck  
as the answer to the problem. In a  
recent publication, "Motor Trans-  
portation for Rural Districts," the bu-  
reau gives results of its investiga-  
tions.

Failure of railroads to keep pace  
with the expansion of the short haul  
business, the development of the pro-  
ducing areas adjoining the larger  
cities in proximity to the producing  
areas, and the upbuilding of the motor truck man-  
ufacturing activities have, in the  
past, war emergency, crisis, have  
popularized this method of moving  
farm produce to market.

The bureau of markets conducted an  
extensive survey of 45 rural motor  
routes to ascertain the defective prac-  
tices and the way out of them. It sug-  
gests improvements which would sta-  
bilize the industry. The bureau found  
that rural freight is hampered by the  
farmer, who owns a truck and handles  
his personal marketing as well as  
the local freight by motor. By the  
local truck operators, who haul  
farm produce as a business, by the local  
automobile or truck agencies, who  
operate free of charge as a side  
line, by the city transfer company,  
which also engages in rural hauling,  
and by the large corporation, which  
operates a fleet of trucks over a wide  
range of territories. Naturally, with  
such a diversity in the nature of an  
idea, there is a similarly wide range  
in their methods of doing business.

The bureau is the progressive  
operator. It will be sent free on re-  
quest.

**By Joining Business  
And Pleasure It Is  
Cheaper To Own Auto**

As railroad fares keep climbing  
and people are realizing that auto-  
cars are becoming more paying prop-  
ositions all the time, O. C. Young-  
blood, president of the Fry Motor com-  
pany points out that where a house-  
hold properly combines business and  
pleasure it is cheaper to own a car  
than to be without one.

"Per mile a motor car may cost a  
little more to operate than street car  
or trolley would be in making the  
same journey," he says. "But the  
pleasure obtained at this cost for a  
mile of motoring is so cheap in ex-  
cess of the cost of the car, that it is  
perfectly fair to charge a small part of the pure trans-  
portation value to the amusement value  
of the family motor."

It is a pretty well recognized fact  
that public transportation will not de-  
crease in cost and the chances are  
that it will go higher. I think every  
family should consider this and then  
ask whether a motor car is not worth  
while on the double score. I think you  
will find that there are 2000 of house-  
holds that really can afford an auto-  
mobile if the purchase is viewed from  
the real economic standpoint."

**Small Investment In  
Proper Tools Is Paying  
Proposition For Autoist**

"We are often called on to give  
service to cars stalled on the road,  
where a proper wrench, pair of pin-  
chers, some wire or other help of slight  
nature would save the car owner the  
inconvenience of calling a service car.  
Likewise cars often end in the repair  
shop where adequate tools would pre-  
vent it," states H. M. Bauer, of the  
American Auto Supply company.

"An adequate set of tools does not  
mean a large set, but it does call for  
all the tools really needed, such as  
perhaps half a dozen S wrenches to fit  
the nuts on the car; three adjustable  
wrenches of different sizes, a pair of  
pliers, a pair of pliers, triangular and  
flat files, punch, cold chisel, hammer,  
cotter pin puller, three screw drivers  
of various sizes and a socket wrench  
or so to fit particular nuts. Cotter  
pins, washers and wire also should  
be found in the tool kit."

**Local Vulcanizers Do  
Big Mail Order Business**

Local tire repairers and vulcanizers  
report a substantial increase in the  
mail order business. The shipments  
with which tires coming by parcel  
post are handled brings many tires  
from New Mexico and Arizona towns.  
It has become well known that local  
tire repairmen and vulcanizers are  
better equipped to do the work and  
prompt delivery causes the loss of but  
little time," states Don Finley, man-  
ager of the El Paso Vulcanizing  
Works. "During the last week we  
have received by express and parcel  
post tires from the extreme parts of north-  
ern New Mexico and many other  
points in increasing number. Prompt  
and thorough shipment of local  
repairs gets the business."

**- Motor Sparks -**

GROVER L. PICKRELL has accepted a  
position as salesman with the  
Fry Motor company. As former man-  
ager of the Hammill Motor company,  
Mr. Pickrell is well known in auto  
circles here. Prior to becoming asso-  
ciated with the Fry company Mr. Pick-  
rell was manager of a branch house  
of the Lone Star Motor company at  
Houston.

Leo Frost left Friday to visit Dem-  
ing, Pecos, Tynan, Silver City and  
other points in interest of the Frank-  
lin car. He will return Monday.

Eighteen of the newest model Over-  
land cars are rolling towards El Paso  
for the El Paso Overland company.  
Manager F. M. Hannell believes that  
there will be some big auto sales May  
8, 9, 10 during the El Paso auto show  
and in "loading up" for the occasion.

Z. Mason, of the Watkins Motor  
company, who was confined to his  
home with "flu" returned to his office  
Thursday.

B. F. Scholler, sales manager of the  
Motor Car Sales company, left Wed-  
nesday on a trip through New Mexico,  
where he will establish Hummobile  
dealers in principal cities and towns.

**MANAGER HARDER SELLS  
NEW MEXICO AND ARIZONA**  
M. M. Barber, managing the  
El Paso auto show to be held in  
Liberty hall May 8, 9, 10, has  
spent the week, bidding farewell  
and cities of New Mexico and  
Arizona and otherwise promot-  
ing the show in this territory.  
At home the El Paso dealers  
who have taken space for ex-  
hibitions at the show are hasten-  
ing new model cars, the latest  
tractors, trucks, accessories  
and all that goes with the auto  
trade. El Paso dealers that patron-  
ize the show may see all there is  
to see in the motor world. All  
exhibition spaces are gone.

## GOODYEAR MEN FORM COUNCIL

Factory Employees to Dis-  
cuss All Industrial Ques-  
tions With Manager.

The establishment of a council of in-  
dustrial relations, giving representa-  
tion to all employees over 18 years of  
age, who are American citizens and  
have had six months continuous serv-  
ice or one year's total service with the  
factory, has been announced by the  
Goodyear Tire & Rubber Co. Akron,  
Ohio.

This council of industrial relations  
will meet with the factory manager,  
and is intended to be made a broad  
and comprehensive democratic form  
of management in keeping with the  
principles of the times. As a part  
of the great program of reconstruc-  
tion taking place at the Goodyear fac-  
tories following the return of business  
to a peace basis.

The council, the last two years," says  
P. W. Litchfield, vice president and  
factory manager of the Goodyear, "our  
organization was shaped to conform  
with the war policy of our country,  
and our own aims and plans were set  
aside until the emergency was over.  
That time is now past, and we have  
started again towards the goal of a  
greater and better Goodyear. After a  
period of strain on our resources of  
personnel and meeting of problems on  
an emergency basis, we are now find-  
ing our way back to normal conditions,  
and we are able to plan in a  
broad and consistent way."

The practical working out of the  
new democratic form of factory man-  
agement contemplated, in its details, a  
body to be known as a council of in-  
dustrial relations, composed of an  
executive council consisting of five  
men named by the factory manage-  
ment, the manager and assistant man-

## Dished Wheels and Toe-In Must Be Watched As Well As Inflation

"Insufficient inflation and incorrect  
wheel alignment will cause excessive  
and unnecessary wear on tires," says  
F. C. Booth, manager of Quick Tire  
Service, Inc., 222 Texas street, dis-  
tributors of United States tires.

"The former method of inflating  
most cars has traced 75 percent of the  
tire injuries that pass through the  
hands of repairmen. Not the tire, but  
the air in the tire, holds up the weight  
of the car, and if air is not present in  
sufficient quantities—15 to 20 pounds  
a cross section inch—the tire becomes  
flattened and eventually cracked  
along a line around its circumference.  
While front wheels are involved in  
its question of wheel alignment. To  
aid in steering and give a better build  
on the road, the wheels are slightly  
dished—that is, built closer together  
at the bottom than at the top. The  
amount of dish varies in different  
makes of automobiles, but it is not im-  
portant unless as great as to prevent  
the side wall of the tire to the ground.

"There is also a toe-in to the front  
wheels—that is, they are closer to-  
gether at the front than in the back,  
by about 1/16 of an inch in smaller  
cars to 1/16 in larger ones. This is to  
counteract the natural tendency of the  
wheels to turn out while running. Un-  
less this correct alignment is observed,  
the tires are ground diagonally on the  
road surface, as in a crocodile, the  
year on the right wheel usually be-  
ing more worn.

But, these conditions must be  
watched constantly.

Two dollars in cash for correct  
answers to the Mississippi Word Con-  
test in the Magazine Section of to-  
day's Herald—447.

## Favorite Sport Of Constables In Towns May Be Abolished

There is joy in the camp of the mo-  
torists throughout Connecticut, and  
those who have been nipped by ambi-  
tious country constables armed with  
dollar watches are elated that agita-  
tion has got around to the legislature  
to take away from the towns the right  
to try cases. What has happened to  
motorists in the past is some of the  
most serious, namely Berlin, where  
court usually was held on the judge's  
crescent moon and in South Windsor,  
where everybody who was not on the  
trap got caught, and again down  
Haddam way, where pressure was  
brought to bear to show away the con-

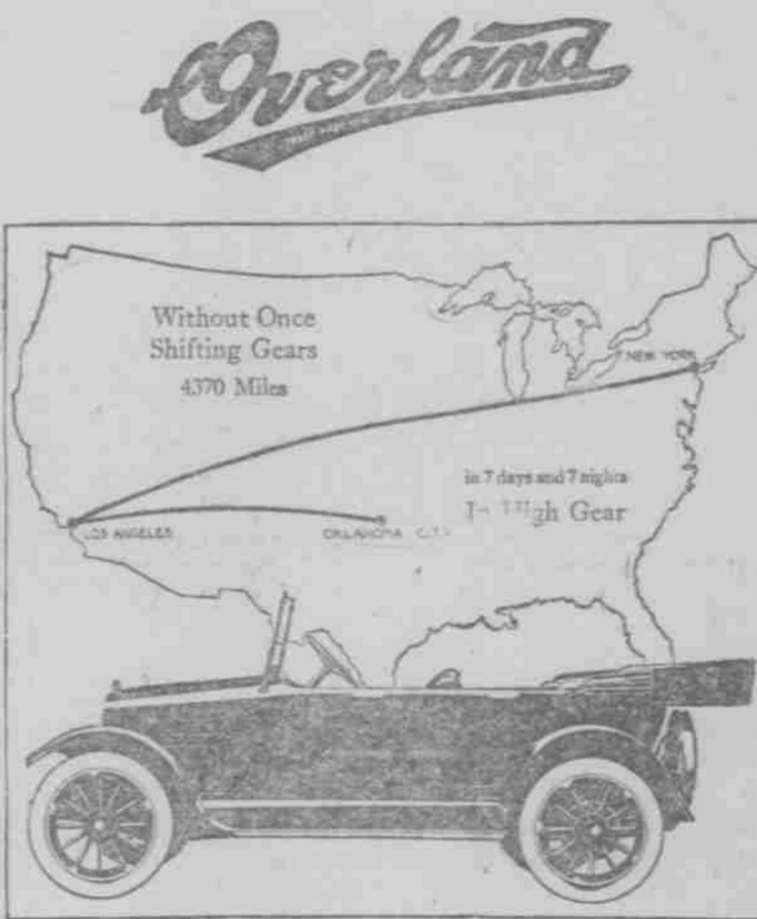
## Gates Half Sole Station Takes On Tire and Tube Line

Manager W. E. Hudson, of the local  
Gates Half Sole service station, an-  
nounces that the company has taken  
on the line of Brunswick automobile  
tires and tubes put out by the Brun-  
swick-Balke-Collender Co. "In mov-  
ing into quarters where we have three  
times our former floor space, one of  
our objects was to acquire additional  
room to take out a line of tires," states  
Mr. Hudson. "By offering a line of  
tires and tubes in all sizes we are able  
to give better service to our patrons.  
We guarantee the new line."

stable, is imprinted in the minds of  
the fraternity.



**Prest-O-Lite**  
BATTERY SERVICE  
ACCURATE  
SATISFACTORY  
GUARANTEED  
Battery For Every Car.  
**Stewart's Products Service Station**  
DISTRIBUTORS  
MONTANA AT FLORENCE ST.



**Overland**

Without Once  
Shifting Gears  
4370 Miles  
in 7 days and 7 nights  
1st High Gear

Showing the World What  
600,000 Owners Know

A few days ago a stock Model 90 Overland touring  
car again proved its stamina by smashing completely the  
world's non-stop high gear record. The official records  
prove it to be one of the greatest reliability records ever  
made by any car. The distance covered was 129 miles  
better than the best previous showing.

This test was made in Oklahoma. It was not staged  
on boulevards. The daily average was over 600 miles  
through the severest weather, and over every kind of  
road from country highways to crowded city streets.  
The distance was equal to a trip from New York to Los  
Angeles, and back to Oklahoma City.

The car was sealed in high gear and the shift lever  
was removed. Not once was there the slightest me-  
chanical trouble, the least hesitation, or the faintest  
break in the smooth, even action of the Overland motor.

At the end of seven days and seven nights of gruel-  
ing test the Overland Model 90 finished in as perfect  
running condition as when it started, and this standard  
car is an exact duplicate of the Model 90 we will be  
glad to show you.

This test does not make the car any better, it merely  
proves in a dramatic way what owners already know  
about this wonderful car.

**EL PASO OVERLAND CO.**  
Kansas and Boulevard. Sales 170—PHONES—Parts 4112  
Overland Model Ninety Five Passenger Touring Car, 1919, 400 h. p. Tank  
Come to Our Store



**Cole Aero-Eight**  
DOUBLE THE RANGE OF PERFORMANCE  
HALF THE COST OF OPERATION  
Eight Exclusive Body Styles  
Let's Go—  
The Auto Show  
May 8, 9, 10.  
Leo Frost, Distributor.  
355-357 Myrtle Ave.  
El Paso, Texas.  
COLE MOTOR CAR COMPANY, INDIANAPOLIS, U.S.A.